

NOTABLE CHILDREN'S MAGAZINES IN ENGLISH AND HINDI

—MANORAMA JAJA

The first magazine for children titled *Digdarshan* in the Bengali language was published in 1818. It was supported by the Christian missionaries of Sirampur in Bengal and its editor was John Clerk Marshman. After publishing 26 issues, the publication of the *Digdarshan* was stopped. In 1878, the *Balakbandhu*, another magazine in Bengali edited by an Indian editor Keshab Chandra Sen was published. The Bengali language monthlies for children continue to be the most energetic among all Indian languages even though Bengali is mainly spoken in the state of West Bengal. With a population of more than 800 millions, India has 17 languages recognized in the Indian constitution and a significant number of magazines are published in Bengali, Gujarati, Malayalam, Marathi, Oriya, Tamil, Telegu and the official languages Hindi and English. I would only take the magazines in Hindi and English.

The growth in the number of magazines for children is a phenomenon of modern India, after she gained the political independence from the British in 1947. Today, there are about 300 magazines for children in all the Indian languages including English. In 1982, there were 192 magazines in Hindi alone and 12 magazines in English. Magazines in Indian languages have acquired a vast readership and more successful Hindi magazines have a circulation of 250,000 or more. There are some characteristics of good quality magazines in India. These are largely published by publishing groups with good financial support. While the books are relatively expensive, the magazines cost much less, and provide a book length reading for a low price ranging generally between Rs. 2 to Rs. 7 (US \$ 1 = Rs. 18). The magazines also provide a variety of reading and are therefore perceived as good value for money. Moreover, the distribution system for the magazines operates through news

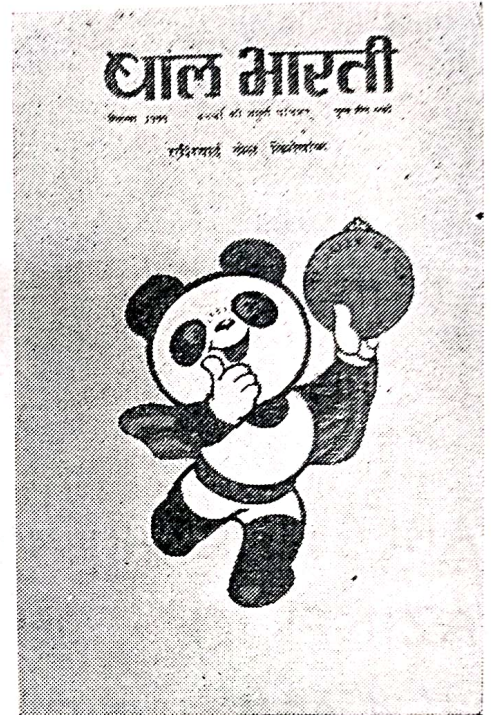
agents, the book stalls at the railway stations and bus stands, but the number of subscribers is rather low. There is also an attempt to get children creatively involved in the magazines.

Some of the quality magazines in Hindi

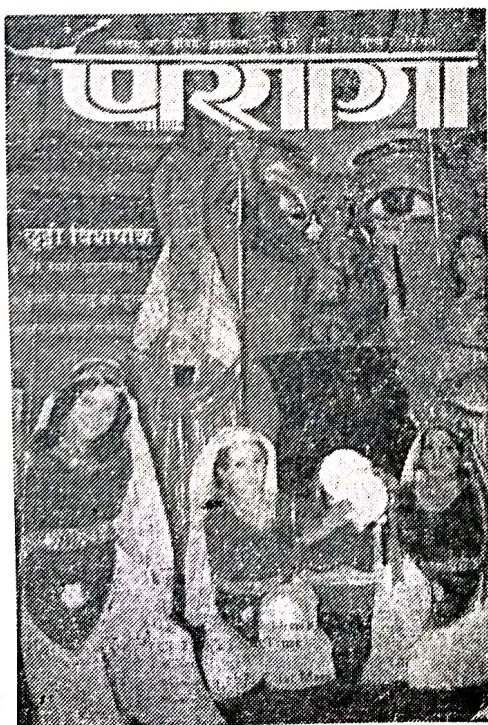
are Nandan, Parag, Balbharti, Balmela, Champak, Balhans and Chandamama, of which the first five are published from Delhi and the Chandamama from Madras. The Champak is aimed at the younger age-group whereas the other four cater to the



NANDAN



BAL BHARTI



PARAG



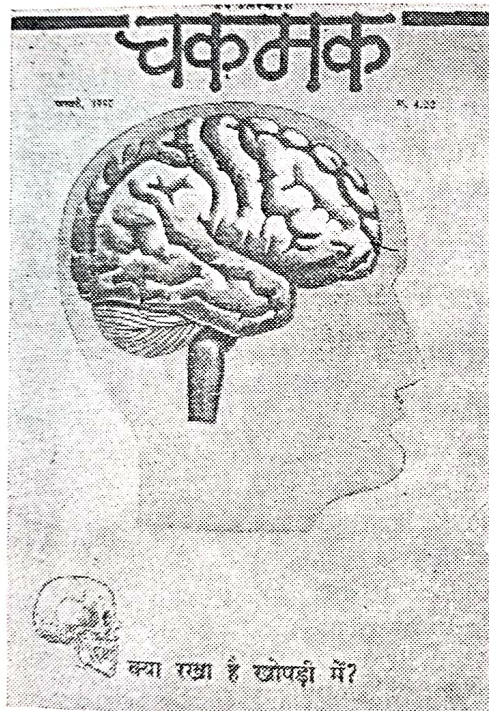
BALHANS

9 plus group. The *Nandan* and *Chandamama* carry stories largely based on traditional literature and folktales. The *Parag*, *Balmela*, *Balhans* and *Balbharti* experiment with new themes and offer greater variety. The *Champak* contains a large number of animal stories. One common feature of all magazine stories is a happy ending and good always triumphs over evil. The *Champak* is published originally in Hindi together with simultaneous publication in seven other languages.

The *Chandamama* is published originally in both Telegu and Tamil, and in eleven other languages, and also in Braille. This magazine draws stories largely from

dren's observations in the scientific field. It caters specially for children in the rural areas

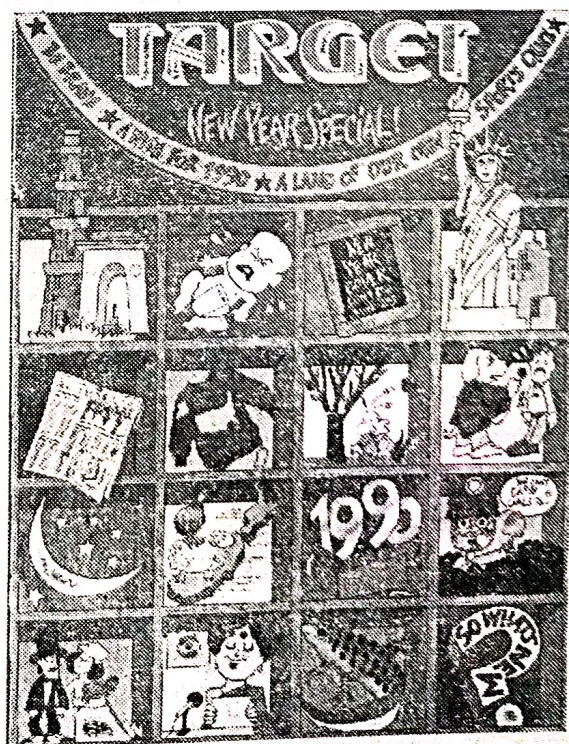
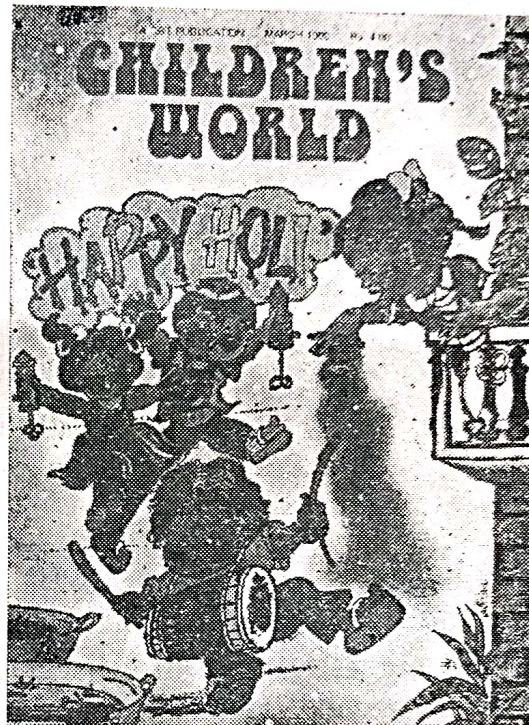
The quality magazines in English are the *Children's World*, *Cub*, *Target* and *Tinkle*. There are two more lovely magazines. The *Tamasha* is a health magazine supported by the UNESCO and the other,

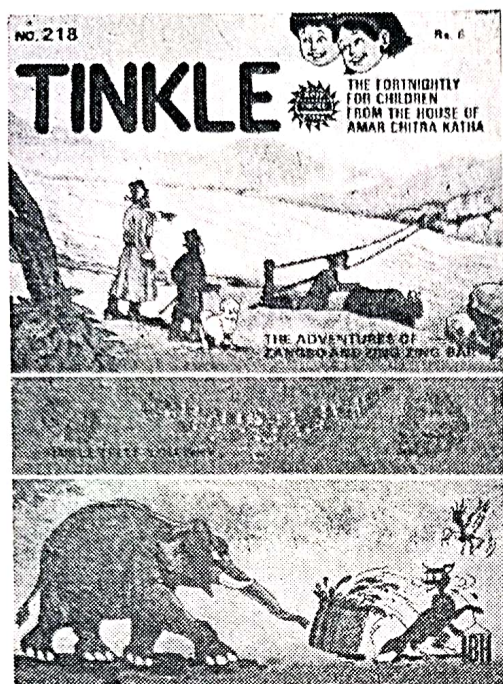


CHAK MAK

Indian traditional literature. On the other hand, the *Champak* avoids folktales and fairy tales and promotes rational thinking.

There is one unusual children's science magazine in Hindi —the *Chakmak*. Supported by UNESCO, it is published by a voluntary organization called *Eklavya* in Bhopal, Madhya Pradesh. Neatly produced, it offers interesting articles on science, mostly and also includes material on chil-





Nature is supported by World Wildlife Fund. There are also English versions of the *Champak* and *Chandamama*.

The readership in English is a separate class. Since English is no one's mother tongue in India, the editor of the *Tinkle* feels that "the biggest simple drawback is that English is a second language, for both producer and consumer in this country." Children going to English medium schools, as also those coming from families where English is used extensively, are the main readers of these magazines. Moreover, the readership is concentrated in large cities.

The *Cub* is published from Bombay and contains material on wild life. It also carries beautiful colour photographs of plants and animals. Printed on quality paper the *Cub* is the most expensive magazine for children. It uses stories and articles written by children, which is also the practice of the *Children's World* and *Tinkle*. The *Children's World* publishes stories, information articles and also features on sports and hobbies, both for boys and girls.

The *Tinkle* is a comic magazine and has attained the popularity of comics published by India Book House of Bombay, the

publisher of the most popular comic series *Amar Chitra Katha*.

The *Target* carries a number of puzzles, short pieces on science, information articles and some stories. In its content and style, it is different from other English magazines and give an impression of being closer to magazines produced in the western countries.

The magazines in English are better produced than the magazines in Indian languages. There is greater element of professionalism and they offer a good range of reading to Indian children.

In 1983, there were 102 million school-going children in India between the ages of 6 to 17. They provide vast readership and immense opportunities for growth of children's magazines. The quality magazines for children in all languages provide a rich recreational reading and offer an ample choice for children.

Paper read at the 22nd IBBY Congress at Williamsburg USA in September 1991.

REFERENCES

ENGLISH

1. *Champak*
Editor, Vishwanath
Delhi Press, Batra Prakashan Pvt. Ltd.
E-3 Jhandewala Estate
New Delhi 110 055, 24 issues per year, started in 1968 by Vishwanath,
Price Rs. 3.50
English, Hindi and six Indian languages.
2. *Chandamama*
Controlling Editor, Nagi Reddi
Chandamama Publications, Chandamama Buildings
Vadapalani, Madras 600 026
Founder, Chakrapani, Price Rs. 3.00, 12 issues per year English, Hindi and eleven Indian languages.
3. *Children's World*
Editor-in-Chief, K. Ramakrishnan
Editor, Vijayanti S. Tonpe, Children's Book Trust,
Nehru House, 4 Bahadur Shah Zafar Marg,
New Delhi 110 002
12 issues per year
Founded by K. Shankar Pillai in 1968,
Price Rs. 4.00.

4. *Cub*

Editor, Bittu Sahgal, Sanctuary Cub Magazine
602 Maker Chamber V, Nariman Point
Bombay 400021
6 issues per year
Price Rs. 7/-

5. *Junior Quest*

Managing Editor, B. Vishwanatha Reddi
Published by B. Vishwanatha Reddi, Dolton Agencies,
Chandamama Building, Vadapalani
Madras 600026
12 issues per year
Started in 1989 by B. Vishwanatha Reddi.

6. *Tamasha*

Editor-in-Chief, Geeta Dharmarajan
Published by Katha, CII-27 Tilak Lane
New Delhi 110 001
4 issues per year
First published in 1989.

7. *Target*

Editor, Amina Jayal, published by Living Media
India Ltd., F-14/15, First floor, Connaught Place
New Delhi 110 001
12 issues per year, launched by Aroon Purie in 1979
Price Rs. 5/-

8. *Tinkle*

Editor-in-Chief, Anant Pai
Published by India Book House Private Limited
Partha Books Division, Nav Prabhat Chamber,
Dadar Bombay, 400024
24 issues per year
started publication in 1989 as monthly
Price Rs. 6/-

HINDI

1. *Bal Bharti*

Editor Shiv Kumar,
Published by Publications Division,
Patiala House, New Delhi 110 001
12 issues per year
Started in 1948, Price Rs. 3/-

2. *Bal Hans*

Editor, Anant Kushwaha
Published by Rajasthan Patrika Prakashan Kesargarh
Jawaharlal Nehru Marg, Jaipur 302 004
12 issues per year
started in 1986, Price Rs. 3/-

3. *Bal Mela*

Editor, Radheshyam 'Pragalbh'
Published by 'Balmela', E-46/11,
Okhla Industrial Area, Phase I, New Delhi
12 issues per year started in 1989, Price Rs. 4/-

4. *Nandan*

Editor-in-Chief, Jai Prakash Bharti
Published by The Hindustan Times Ltd.
Hindustan Times House, 18-20 Kasturba Gandhi Marg
New Delhi 110 001
12 issues per year
founded by K.K. Birla in 1969, Price Rs. 4/-

5. *Nanhe Samrat*

Editor, Anand Diwan
Published by Diwan Publication Pvt. Ltd.
L-1, Kancham House, Najafgarh Road
Commercial Complex, New Delhi 110 015
12 issues per year, started in 1988, Price Rs. 5/-

6. *Parag*

Editor Ghanshyam Pankaj
Published by Times of India Group, 10 Darya Ganj
New Delhi 110 002
12 issues per year
started in 1959
Price Rs. 6/-

*A magazine for children should nourish children's budding
interests and curiosity.*

—Selma K. Richardson